



2ID Public Affairs



PUBLIC AFFAIRS 101



2ID PAO: DSN 732-8866



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AGENDA

- **The role of the PAO**
- **Your rights when speaking to, or contacted by the media**
- **What to do if you decide to give an interview**
- **How to combat rumors**
- **Where to turn for assistance**



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Public Affairs fulfills the Army's obligation to keep the American people and the Army informed, and helps to establish the conditions that lead to confidence in America's Army and its readiness to conduct operations in peacetime, conflict and war.

Soldiers are our BEST spokesperson; they are the subject matter experts in the field.



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WHAT DOES THE PAO DO?

Advises commander on PA affairs

- **Command information**
- **Public information**
- **PA training**
- **PA planning**
- **Community relations**



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HOW CAN PA HELP YOU?

- **Advise on media**
- **Work with media**
- **Talking points**
- **PA training**
- **We are on your side**



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WHAT RIGHTS DO I HAVE?

- **To privacy**
- **To be free of harassment, especially on post**
- **To say “No”**
- **To say “Yes”**
- **To quit at any time or decline a question**
- **To get a reporter’s name and info**



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PAO ADVICE

- **Tell your story**
- **Tell the truth – never fib**
- **Speak within your lane (things you know about)**
- **Be courteous and polite**
- **SAPP – Security, Accuracy, Policy, Propriety**



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ADVICE for INTERVIEWS

Do:

- **Control the interview**
- **Use command messages**
- **Be brief, clear, and honest**
- **Clarify the question; be polite**

Everything is “On the Record”

Re-dos are OK!



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ADVICE for INTERVIEWS

Don't:

- **Fill in the silence**
- **Speculate**
- **Pass rumors or give-in to rumors**
- **Give operational details / numbers / dates**

“No Comment” = bad



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MORE ADVICE for INTERVIEWS

Don't:

- **Give disinformation, lie, or fib**
- **Discuss national policy**
- **Criticize, whine or complain**
- **Use profanity**
- **Get frustrated or be sarcastic**

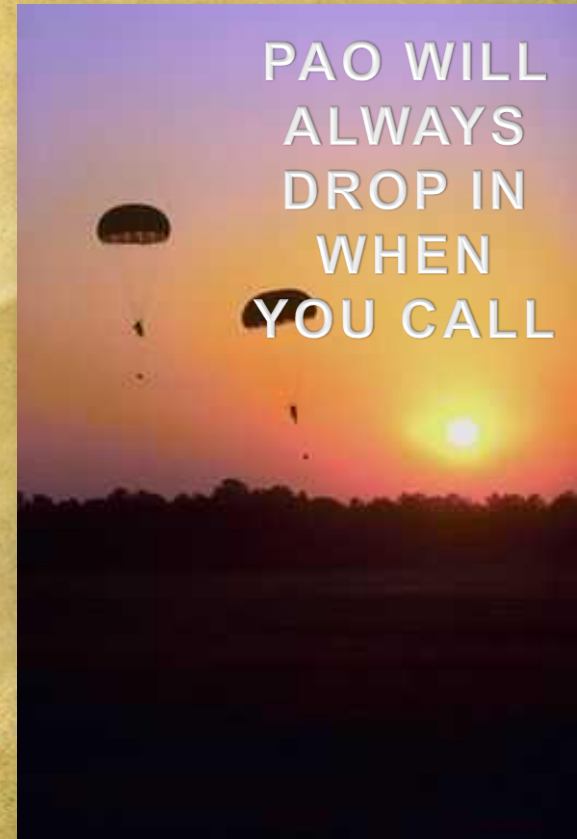


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Where do I get Help?

- BATTALION
Unit Public Affairs Rep.
- BRIGADE PAO
- 2ID Public Affairs Office





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Brigade PA Operations

Who is responsible for Public Affairs at the brigade and lower levels?

Does your Bde have a PAO?

{Have your units developed PA-related CCIR? PA SOP's? SITREPs?}

If No PAO - Who manages Public Affairs at the brigade and lower levels?

{The S1? The S-3? The XO? The CSM?}



Public Affairs operations are more than just giving interviews...



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COMMAND INFORMATION OUTLETS

- Warrior/AFN Radio 88.3FM/88.5FM → { Radio spots / messages – They are capable of producing short spot messages or commercial type products very quickly to discuss / capture issues or events w/in the division
- Cable Command Channel → { USAG-RC PAO run internal command information cable TV slideshow available on post – provides info on Area I activities
- Indianhead Newspaper → { Bi-weekly product that covers internal training events, stories and other command information requirements (English and Hangul)
- 2ID Website/Social Media
• www-2id.korea.army.mil → { Our own internal command information product – information can be added immediately and you can provide feedback
- AFN TV → { An outlet we use to disseminate division information Peninsula-wide



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SUMMARY

- **Purpose and role of PAO**
- **Your media rights**
- **Advice for conducting interviews**
- **Where to get help or ask questions**



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PAO PHONE NUMBERS

2ID PAO: DSN 732-8866

1HBCT PAO: DSN 730-8317

2CAB: DSN 753-8063

210 FiB: DSN 730-2538